BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Subsidiary Diploma in Hospitality Pearson BTEC International Level 3 Foundation Diploma in Hospitality Pearson BTEC International Level 3 Diploma in Hospitality Pearson BTEC International Level 3 Extended Diploma in Hospitality
Unit number and title	**Unit 3: Customer Service Provision in Hospitality**
Learning aim(s)	**C** Explore methods to monitor and improve customer care performance
Assignment title	How can we improve?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Continuing in your role as a customer service supervisor in a hospitality business and have been asked by your manager to investigate the different sources of information that can be used to measure and evaluate the effectiveness of customer service and use a range of these to gather customer service information and use this to recommend improvements to customer service.

Task 1	Your first task is to investigate the different sources of information that can be used to measure and the effectiveness of customer service and to produce a short report for your manager that discusses the strengths and weaknesses of these and recommends the most effective methods for gathering information that can be used to improve customer service. Your second task is to select and use a range of methods to collect feedback from customers during an event or function or whilst working on the front desk. You will collate this feedback and produce a brief presentation that makes recommendations to improve customer service.
Checklist of evidence required	Report evaluating the methods for collecting customer information Variety of feedback forms

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	Presentation making recommendations for improvement.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
2/C.D3	Evaluate the methods used for improvements to the standard of customer service in the hospitality business
2/C.M4	Demonstrate detailed methods to improve customer service
2/C.P5	Select and use a limited range of methods to gather customer service information
2/C.P6	Use customer service information to suggest basic improvements to customer service
Sources of information to support you with this Assignment	Customer service policies Staff training hand book Mission statements
Other assessment materials attached to this Assignment Brief	*None*

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